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11 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
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13 TITLE: STETHOSCOPE CLEANSING UNIT AND BUSINESS  
14 METHOD FOR PROVIDING ADVERTISING THROUGH  
15 THE USE OF STETHOSCOPE CLEANSING UNIT  
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2                   BACKGROUND OF THE INVENTION

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4                   1.     Field of The Invention

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7                   The present invention relates to the field of medical instrument care and business  
8                   methods in medical advertising and sales.

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10                  2.     Background Information

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12                  We have a near epidemic of hospital-borne opportunistic infections that are  
13                  transmitted primarily to the very young, the very old, and the very weak. These three  
14                  populations are in the majority in every hospital population around the country. What can  
15                  be done to prevent the spread of these infections? Proper aseptic technique, simple  
16                  procedures such as frequent hand-washing, and proper cleansing of medical equipment can  
17                  all be used to help prevent the spread of infections such as Nosocomial Pneumonia, one  
18                  common bacterial infection that is spread in hospitals. Such drastic measures as "single use  
19                  medical devices" have been proposed to help solve this problem. The solution we propose  
20                  today is much cheaper, much simpler, and much more practical.

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22                  The stethoscope is a piece of medical equipment that no doctor can be without. The  
23                  typical doctor uses a stethoscope dozens of times a day. And yet, less than 2% of the  
24                  estimated 30 million stethoscopes in use today are cleaned between patient assessments.  
25                  That part of the stethoscope that comes in contact with the patient is called the diaphragm  
26                  and it can harbor untold numbers of germs. If doctors and nurses were given a simple, quick,

1           convenient way to sterilize their stethoscope diaphragms they would be much more likely to  
2           perform this simple, yet effective task. Currently, they must hunt down a bottle of alcohol  
3           and a cotton ball, saturate the cotton ball with alcohol, and then disinfect their stethoscope  
4           diaphragm. Or, they must find an individual alcohol packet, tear it open, sterilize their  
5           stethoscope, and then discard the trash.

6           With today's invention it takes one second and a quick swipe to sterilize the one piece  
7           of medical equipment that virtually every patient comes in contact with--the stethoscope. By  
8           quickly inserting the stethoscope diaphragm into the stethoscope cleansing unit and then  
9           removing, medical personnel can ensure a clean, sterile surface with which to examine their  
10          next patient.

11          One of the main challenges in advertising to the medical community is providing  
12          advertising that will actually make an impression on a busy doctor or nurse. Combine a  
13          method that will make an impression with a method that will actually be of great use to  
14          members of the medical community and their patients, and you would have an unbeatable  
15          combination. The present invention is just such a method.

16          The method of advertising proposed by the present business method takes the  
17          common practice of "give-aways" to a new and practical height. Typically, doctors and  
18          nurses are given pencils, pads, combs, fingernail files, key holders, demonstration tools, or  
19          any number of small gifts that are emblazoned with a marketer's logo and are meant to keep  
20          the advertising company's name in mind. These items end up at home, in the car, with the  
21          spouse or children, stuck in a drawer, or in the trash. With today's advertising method, the

1 proposed give-away is something useful, practical, and is meant to be kept in every  
2 examining room, right beside the ever-present box of disposable gloves. These give-aways  
3 are stethoscope cleansing units that are compact and effective. In only one second, the doctor  
4 or nurse can disinfect her stethoscope diaphragm and move on to the next patient. All the  
5 while being subtly influenced by the message on the stethoscope cleansing unit itself.

6 Further, while its presence in the examining room makes the stethoscope cleansing  
7 unit convenient for medical personnel to use, and therefore an ideal location for medical  
8 products advertising, the fact that the patient is typically kept waiting in examining rooms  
9 makes all objects found in that room "prime real estate" for any marketer's advertisement.  
10 Who hasn't spent many minutes, or even hours, waiting in an examining room for the doctor?  
11 The time is usually spent gazing about the room looking for something interesting to see or  
12 read. That is exactly why medical examining rooms always have public service posters in  
13 them. Where else can be found such a captive audience for a poster on the heartbreak of  
14 fungal toe infections? The presence of any retail marketer's advertisement on a stethoscope  
15 cleansing unit, placed conveniently beside the disposable gloves, will be seen and read by  
16 virtually all patients who find themselves waiting in that examining room. This novel  
17 business method of advertising has a captive, and therefore attentive, audience.  
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SUMMARY OF THE INVENTION

2           In view of the foregoing, it is an object of the present invention to provide a useful  
3           apparatus for preventing the spread of disease in a medical setting.

4           It is another object of the present invention to benefit medical personnel and patients  
5           by giving the medical personnel an easy, fast, convenient way to sterilize stethoscope  
6           diaphragms between patient assessments.

7           It is a further object of the present invention to have a stethoscope cleansing unit  
8           available in each examining room with the medical personnel and patient so that medical  
9           personnel will be reminded and motivated to cleanse their stethoscopes between patient  
10          assessments.

11          In view of the foregoing, it is another object of the present invention to provide a  
12          novel business method which benefits retail marketers, medical personnel, and patients.

13          It is another object of the present invention to provide a novel business method for  
14          promoting and selling many different types of medical products to the medical community.  
15          Also, it is an object of the present invention to provide a novel business method for  
16          promoting and selling many different types of products to medical patients.

17          It is a further object of the present invention to provide a novel business method for  
18          promoting and selling many different types of products to the medical community and  
19          patients by providing an easy, quick way for medical personnel to sterilize their stethoscope  
20          diaphragms, while at the same time advertising a marketer's logo right inside the examining  
21          room.

1                   In satisfaction of these and other related objectives, Applicant's present invention  
2                   provides for a way to advertise to medical personnel and patients, inside the hospital or  
3                   examining room, while also providing a highly practical, effective, and useful way to help  
4                   prevent the spread of infectious diseases among personnel and patients. The use of small,  
5                   easily used, stethoscope cleansing units to advertise medical products and services will  
6                   enable the marketer to keep his logo in front of medical personnel at a time in which the use  
7                   of such products and services would most be at issue: during patient examinations. In  
8                   addition, the use of these small, easily used stethoscope cleansing units to advertise other  
9                   retail products and services will enable the marketer to keep his logo in front of patients at  
10                  a time in which they would be most likely to have the time to read such advertisements:  
11                  during lengthy waiting periods in the exam room.

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13                  Applicant's approach to the problem described above is certainly simple, but it is  
14                  equally unobvious. Applicant's apparatus and novel business method facilitate for the first  
15                  time a solution to the problem of how to quickly and easily sterilize a stethoscope diaphragm,  
16                  while at the same time keeping a marketer's logo in front of potential costumers at the precise  
17                  time that they would be most likely to appreciate the marketer's goods or services, thereby  
18                  encouraging them to choose marketer's product.

### BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is a perspective view of a stethoscope cleansing unit of the present invention with its lid member open

Fig. 2 is a perspective view of a stethoscope cleansing unit of the present invention with its lid member shut.

## DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

With reference to Figures 1 and 2, the stethoscope cleansing unit of the present invention is identified generally by the reference number 10.

Cleansing unit 10 includes a holding chamber 12, which in the preferred embodiment would hold 2-3 ounces of isopropyl alcohol, or other antiseptic liquid (not shown in the figures) such as is commonly known in the medical field. Chamber lid member 14 can open and close on hinges such as are conventionally used (not shown in figures) or can simply fit snugly on top of holding chamber 12. Wicking member 16 would be a sponge in the preferred embodiment, but could be some other similar absorbant material. Distal end 18 absorbs the antiseptic liquid found in holding chamber 12 and this end would most likely reach to the bottom of holding chamber 12 (not shown in figures).

In the preferred embodiment, the doctor or nurse would slip his stethoscope (not shown) under the stethoscope-receiving member 22, making contact between the diaphragm of the stethoscope and proximal end 20 of the wicking member 16. This allows the

1 diaphragm (not shown in the figures) to come into contact with the antiseptic liquid found  
2 in holding chamber 12, which has wicked up wicking member 16.

3 One aspect of the present invention is its use in promoting retail product selection.  
4 In this novel business method, businesses that market to the medical community, or other  
5 businesses, would have their logo or other advertisement embossed, or otherwise attached  
6 to the outside surface 24 of holding chamber 12. Various designs, colors, or patterns could  
7 be used to further enhance the appearance of the stethoscope cleansing unit. Medical  
8 practitioners would be encouraged to position the stethoscope cleansing unit in the  
9 examining room, right beside the disposable examining gloves, making usage convenient and  
10 exposure of medical personnel and patients to the advertisement constant.

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12 Although the invention has been described with reference to specific embodiments,  
13 this description is not meant to be construed in a limited sense. Various modifications of the  
14 disclosed embodiments, as well as alternative embodiments of the inventions will become  
15 apparent to persons skilled in the art upon reference to the description of the invention. It  
16 is, therefore, contemplated that the appended claims will cover such modifications that fall  
17 within the scope of the invention.

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